BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Extended Diploma in Business and Hospitality
Unit number and title	**Unit 15: Pitching for a New Business**
Learning aims	**B:** Develop a business plan for a viable micro-business start-up **C:** Carry out a pitch for funding for the chosen micro-business
Assignment title	Finding the funding
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You've decided on an idea for your micro-business and are excited to get the idea off the ground. Before you can do that you need to develop a business plan and secure funding to support you in turning your idea into a successful micro-business. In order to get enough funding for your chosen micro-business idea you need to carry out a pitch to local business angels. You will need to convince them that the idea for your micro-business is not only needed but that you have also considered the various risks that might impact on how successful your micro-business well be.

Task 1	**Developing the business plan** You will need to begin by developing a business plan for the start-up of your new micro-business. You may work in a small group (up to 4) to conduct the research required to inform the plan for the micro business, but the plan that you submit will be your own individual work and should demonstrate that you understand fully what is involved in setting up your micro- business. Your plan should include the following key aspects: • Market analysis and planning • The consideration of any legal requirements on the business • Consideration of any financial aspects such as pricing policy, sales forecasts, projected costs, break even and cash flow forecasts, forecasted opening and closing statements of financial position and capital structure, and a forecasted income statement for the trading period **<u>Pitching for investment</u>** You will then formally present a pitch in which you will evaluate the plan for the micro-business and justify your conclusions. During the pitch you will explain the idea for your micro-business and evaluate the plan for the microbusiness. The pitch should include clear conclusions of how successful you see the business being based on the analysis of both the marketing and financial planning. You should provide the audience with documentation and materials that are detailed, appropriate and related to the individual business proposal. Throughout your pitch it should be clear that you have already considered potential questions from investors including risk, expectations for return share ownership and voting rights, as well as the percentage of shareholding and control you are willing to give up in return for investment. Therefore, you will be ready to demonstrate the ability to negotiate with potential investors to get the best deal in return for their investment. Potential investors will also be expecting you to be professional and business-like both in terms of your presentation skills but also your behaviour and conduct.

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
15/B.D2	Evaluate your plan for a micro-business and justify your conclusions.
15/C.D3	Demonstrate individual responsibility and effective self-management in the preparation, delivery and review of the presentation of a high-quality pitch.
15/B.M2	Analyse the financial and marketing plans for your micro-business.
15/C.M3	Effectively present an individual pitch to negotiate funding for a micro-business start-up analysing audience feedback and viability issues.
15/B.P3	Explain your marketing plan for a selected micro-business.
15/B.P4	Explain how legal and financial aspects will affect the start-up of the business.
15/C.P5	Pitch for funding to start up a micro-business.
15/C.P6	Review the viability and risks of the start-up using audience feedback.

Sources of information to support you with this Assignment	www.startups.co.uk www.gov.uk/set-up-business www.startupbritain.org www.startupdonut.co.uk www.princes-trust.org.uk/help-for-young-people/support-starting-business The Times 100 has economics and business case studies. The site also has a selection of theory notes aimed at learners.
Other assessment materials attached to this Assignment Brief	*None*